Remarks

In response to the Final Office Action mailed on April 19, 2005, the Applicant sincerely requests reconsideration in view of the above claim amendments and the following remarks. The claims as presented are believed to be in allowable condition.

In the above-referenced claim amendments, claims 1, 5, 8, 12, 14, 16, 19, 21, 22, 23, and 28 have been amended. Claims 17, 20, 26, and 27 have been canceled. Independent claim 1 has been amended to clarify that plurality of recognizer plug-ins are utilized to automatically receive the string of text, each of the recognizer plug-ins are used to annotate the string of text to determine a label, and each label is associated with the string of text, and a list of actions is provided in response to a user selecting a dropdown menu associated with each label. Support for this amendment may be found on page 13. lines 2-26 and on page 16, line 14 through page 17, line 15 of the Specification. Independent claims 12, 14, 16, 19, 22, 23, and 28 have been amended to clarify features similar to those specified in independent claim 1. Dependent claims 5, 8, and 21 have been amended to correspond (e.g., provide antecedent basis) to the amendments made with respect to the independent claims from which they depend. No new matter has been added.

Claims 1, 2, 4-28, 30 and 31 are currently pending in the present application. Claims 1-5, 16-18, and 23-31 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Beauregard et al. (U.S. Patent 5,974,413, hereinafter "Beauregard") in view of Perkowski (U.S. Patent 6,625,581). Claims 6-15 and 19-22 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Beauregard in view of Perkowski and Jovicic et al.

(U.S. Patent 5,855,007, hereinafter "Jovicic"). The rejections of the remaining claims will also be addressed below.

<center>**Claim Rejections—35 U.S.C. § 103**</center>

Claims 1-5, 16-18, and 23-31 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Beauregard in view of Perkowski. As noted above, claims 3, 17, 26, and 27 have been canceled. The rejection of the remaining claims is respectfully traversed.

Beauregard discloses a semantic user interface (SUI) from which a user is enabled to enter "action words" to control the operations of a computer. An action word may be either a single word or a phrase that includes two or more words. In the SUI, each action word is compared against the contents of a wordbase. The wordbase includes a plurality of item records. Each item record includes an action word and an associated service script for performing various actions such as issuing a command to launch an application. If the action word is located in the wordbase, the service script associated with the action word is executed. See Col. 5, lines 12-52. The SUI of Beauregard detects the keystrokes, which may make up action words, as they are being entered. If the keystrokes correspond to an action word, the service script associated with the action word is retrieved. The system then erases the action word from the user's input text before executing the related service script. See Fig. 7 and Col. 36, lines 2-25.

Amended independent claim 1 specifies a computer-implemented method for providing electronic commerce actions. The method includes automatically receiving, in a plurality of recognizer plug-ins, a string of text of the electronic document after the entire string of text has been entered in the electronic document, in each of the plurality

<center>9</center>

of recognizer plug-ins, annotating the string of text to determine a label when the string includes any of a plurality of predetermined strings, associating each label with the string of text, and providing a list of actions that may be performed to purchase a product associated with the string of text, wherein the list of actions is provided in response to a user selecting a dropdown menu associated with each label.

Beauregard fails to disclose a method which teaches, discloses, or suggests automatically receiving a string of text in a plurality of recognizer plug-ins after the string of text has been entered in an electronic document. As noted above, Beauregard is specifically limited to recognizing action words against a single "wordbase" as they are being entered into an application program. Beauregard only discloses the recognition of action words "on the fly" (see col. 5, lines 17-40 and lines 59-62) or, alternatively after a user manually selects or "highlights" a given word from a previously created input source document and then clicks an icon on a monitoring bar (see Fig. 3 and col. 36, line 63-col. 37, line 7). Thus, Beauregard fails to teach automatically receiving a string of text.

Beauregard further fails to disclose a plurality of recognizer plug-ins for annotating a string of text to determine a label when the string includes any of a plurality of predetermined strings and associating each label with the string of text.

Beauregard further fails to teach associating labels with recognized strings of text. For example, at Col. 36, line 63 - col. 37, line 7, Beauregard discloses that a user may select text in a document and then click on an icon on a monitoring bar to initiate searching a wordbase in order to determine whether the selected text is an action word. Thus, there is no teaching or suggestion in Beauregard for appending a label to recognized strings of text. Moreover, it is respectfully submitted that such a feature

would be contrary to Beauregard's intended function. As discussed above, Beauregard is directed to automatically providing or pushing actions to a user when a word is recognized as an action word. As embodied in independent claim 1 and its subsequent dependent claims, strings of text in a document are recognized by recognizer plug-ins and labeled according to each plug-in (e.g., as a stock symbol, geographic location, etc.). Then actions are determined for the recognized text based on the labels and displayed to a user, thus allowing the user to select one or more of the displayed actions or even to ignore the displayed actions generated with respect to labeled strings of text.

Perkowski, relied upon in the Office Action to cure the deficiencies of Beauregard, is alleged to teach providing a set of information actions related to a product identified by a user (Fig. 4, Fig. 6, Col. 4 line 36 – Col. 12 line 63) as well as teaching an applet providing a set of actions related to an identified product to enable a user to purchase a related product (Abstract and Col. 7, lines 12-17). Perkowski, however, fails to teach, disclose, or suggest each of the features specified above with respect to amended independent claim 1. For example, there is no teaching, disclosure, or suggestion in Perkowski of utilizing a plurality of recognizer plug-ins for the recognition of text strings in an electronic document. Rather, Perkowski is limited to providing a set of information actions related to a user-identified product.

Since neither Beauregard nor Perkowski, alone or in combination, teaches, discloses, or suggests the aforementioned features of specified in amended independent claim 1, it is respectfully submitted that this claim is allowable and the rejection under 35 U.S.C. § 103(a) should be withdrawn for at least the aforementioned reasons. Dependent claims 2 and 4-5 each depend from amended independent claim 1 and thus specify at

least the same features as amended independent claim 1. Therefore, dependent claims 2, and 4-5 are also allowable for at least the reasons given above and the rejections of these claims under 35 U.S.C. § 103(a) should also be withdrawn.

Amended independent claims 16, 23, and 28 specify similar features as amended independent claim 1 and thus are allowable for at least the same reasons. For example, claims 16, 23, and 28 specify a plurality of recognizer modules (or plug-ins) for receiving text (e.g., items and product strings), annotating the text to determine a label, and associating each label with the text. As discussed above with respect to amended independent claim 1, neither Beauregard nor Perkowksi, alone or in combination, teaches, discloses, or suggests the aforementioned features. Therefore, amended independent claims 16, 23, and 28 are also allowable and the rejections of these claims under 35 U.S.C. § 103(a) should be withdrawn.

Dependent claim 18 depends from amended independent claim 16 and thus specifies at least the same features. Similarly, dependent claims 24-25 depend from amended independent claim 23 thus specifies at least the same features. Similarly, dependent claims 30-31 depend from amended independent claim 28 thus specify at least the same features. Therefore, dependent claims 18, 24-25, and 30-31 are also allowable for the reasons given above and the rejections of these claims under 35 U.S.C. § 103(a) should also be withdrawn.

Claims 6-15 and 19-22 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Beauregard in view of Perkowski and Jovicic. Claims 6-11 depend from amended independent claim 1 and thus specify at least the same features. Jovicic, relied upon in the Office Action to cure the deficiencies of Beauregard and Perkowski, is

alleged to teach transmitting the identifier of a user to a web site so that the web site may generate and transmit customized information (Fig. 4 and Col. 7 line 56-Col. 8 line 17). Jovicic is also alleged to teach providing a discount offer to a user in response to identifying the user (Fig. 4 and Col. 7 line 56 – Col. 8 line 17) and that the use of coupons attracts consumers to a merchant's store (Col. 1 lines 12-20). Jovicic is also alleged to teach that the coupon comprises an identification, discount value, and a begin and end date (Fig. 3 and Col. 6 line 49 – Col. 7 line 40). Jovicic is also alleged to teach rewarding an identified visiting user with a discount offer (Fig. 4 and Col. 7 line 56 – Col. 8 line 17). Jovicic is also alleged to teach providing a product to a use via e-mail (Fig. 4, Col. 7 line 56 – Col. 8 line 17).

Jovicic, however, like Beauregard and Perkowski, fails to teach, disclose, or suggest each of the features of amended independent claim 1. For example, Jovicic fails to disclose receiving a string of text in a recognizer plug-in after the entire string of text has been entered in an electronic document and providing a list of actions that may be performed to purchase a product associated with the string of text, wherein the list of actions is provided in response to a user selecting a dropdown menu associated with the label. Since neither Beauregard, Perkowski, nor Jovicic, alone or in combination, teaches, discloses, or suggests the aforementioned features specified in dependent claims 6-11, it is respectfully submitted that these claims are allowable and the rejection under 35 U.S.C. § 103(a) should be withdrawn for at least the aforementioned reasons.

Amended independent claim 12 discloses similar features as those specified in amended independent claim 1, discussed above. In particular, claim 12 specifies using each of a plurality of recognizer modules to determine a number of strings in a database

that match at least one string in the electronic document, labeling the matched strings in the electronic document associated with each of the plurality of recognizer modules, and providing a plurality of actions in association with the recognized strings. As discussed above, neither Beauregard, Perkowski, and Jovicic teaches the aforementioned features. Therefore, it is respectfully submitted that independent claim 12 is allowable and the rejection under 35 U.S.C. § 103(a) should be withdrawn for at least the aforementioned reasons. Dependent claim 13 depends from independent claim 12 and thus specifies at least the same features. Therefore, dependent claim 13 is also allowable for the reasons given above and the rejections of these claims under 35 U.S.C. § 103(a) should also be withdrawn.

Amended independent claim 14 discloses similar features as those specified in amended independent claim 1, discussed above. In particular, claim 14 specifies using a each of a plurality of recognizer modules to determine in an electronic document strings that match at least one string in a database and applying a semantic category associated with each of the plurality of recognizer modules to each of the matched strings in the electronic document. As discussed above, neither Beauregard, Perkowski, and Jovicic teaches the aforementioned features. Therefore, it is respectfully submitted that independent claim 14 is allowable and the rejection under 35 U.S.C. § 103(a) should be withdrawn for at least the aforementioned reasons. Dependent claim 15 depends from independent claim 14 and thus specifies at least the same features. Therefore, dependent claim 15 is also allowable for the reasons given above and the rejections of these claims under 35 U.S.C. § 103(a) should also be withdrawn.

Amended independent claim 19 discloses similar features as those specified in amended independent claim 1, discussed above. In particular, claim 19 specifies cross-referencing a product name with a type label database to determine whether the product name matches at least one entry in the type label database, wherein the step of cross-referencing the product name with a type label database to determine whether the product name matches at least one entry in the type label database is performed by a plurality of recognizer modules on the computer, if so, then labeling the product name with a type label associated with each of the plurality of recognizer modules and cross-referencing each type label with a plurality of actions to determine which actions match each type label. As discussed above, neither Beauregard, Perkowski, and Jovicic teaches the aforementioned features. Therefore, it is respectfully submitted that independent claim 19 is allowable and the rejection under 35 U.S.C. § 103(a) should be withdrawn for at least the aforementioned reasons. Dependent claim 21 depends from independent claim 19 and thus specifies at least the same features as amended independent claim 19. Therefore, dependent claim 21 is also allowable for at least the reasons given above and the rejections of these claims under 35 U.S.C. § 103(a) should also be withdrawn.

Amended independent claim 22 discloses similar features as those specified in amended independent claims 1 and 19, discussed above. In particular, claim 22 specifies receiving an e-mail from the retailer, wherein the e-mail comprises a product name of a product for sale by the retailer and a plurality of type labels associated with the product name and cross-referencing each type label with a plurality of actions to determine which actions match each type label. As discussed above, neither Beauregard, Perkowski, and Jovicic teaches the aforementioned features. Therefore, it is respectfully submitted that
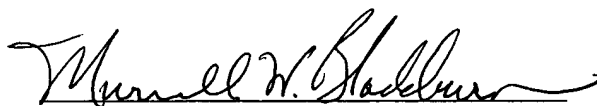
15

independent claim 22 is allowable and the rejection under 35 U.S.C. § 103(a) should be

withdrawn for at least the aforementioned reasons.

Conclusion

In view of the foregoing amendments and remarks, this application is now in condition for allowance. A notice to this effect is respectfully requested. If the Examiner believes, after this amendment, that the application is not in condition for allowance, the Examiner is invited to call the Applicant's attorney at the number listed below.

Respectfully submitted,

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17